



Develop and promote strategies that ensure visitors and citizens in neighborhoods and businesses are safe all the time.



Promote the development and growth of entertainment, tourism, and convention by delivering an excellent and enjoyable visitor experience.



Partner with Arlington residents to provide quality infrastructure, leadership development, and housing services that create strong neighborhoods.



Develop a thriving center of activity to attract businesses, education, residents and visitors. Optimize its unique position between UTA and the city's entertainment district, in the context of its historic role, where citizens gather to celebrate community and share differing cultural experiences.



Support lifelong learning, educational excellence, quality recreational services and amenities, and diverse, cultural, and artistic activities.



Grow and diversify the economy by seeking out reinvestment and redevelopment opportunities that leverage partnerships and enhance neighborhoods.



Partnering with community organizations and leveraging resources to create opportunities for youth, seniors and families that achieve success and responsible citizenship.



Identify and implement strategies and joint-use opportunities that communicate and connect governmental agencies to realize cost-savings and sustainability.



Implement best-management practices in support of sustainable development and environmental stewardship



Develop strategies and leverage resources to protect people and property from the impact of erosion and flooding.



Provide quality customer service to all internal and external customers through timely communication and professional service delivery.



Create a safe, multi-modal network and provide regional connectivity for a greater variety of traveling options for residents, businesses, and visitors.



Demonstrate good fiscal stewardship through conservative and responsible decision-making that ensures the City's long-term financial sustainability.



Support continuation of strategic and long-term processes to identify, fund, and maintain capital improvements consistent with financial policies.



Promote an inclusive employee environment that implements training, competitive compensation, and benefit strategies that recruits, retains and develops productive and effective employees